



## SOUTH EASTERN UNIVERSITY OF SRI LANKA

### FIRST YEAR EXAMINATION IN BACHELOR OF BUSINESS ADMINISTRATION / COMMERCE (EXTERNAL) – 2009 / 2010 HELD IN AUGUST - 2010

#### BBA / COM 15 – MANAGEMENT AND ENTREPRENEURIAL SKILLS

Answer all Questions

Time: 03 Hours

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01. a) Compare and contrast the managerial skills of a manager and the characteristics of an entrepreneur? (05 Marks)
- b) Explain the relationship between Taylor's four principles of management and Fayol's fourteen principles of management. (09 Marks)
- c) 'There are some early organizational behavior advocates who are contributed to the management'. Describe their contribution in brief. (06 Marks)
- (Total 20 Marks)
02. a) Explain the use of SWOT analysis in the steps of formal planning. (05 Marks)
- b) 'Most of the organizations prefer the group decision making. Brainstorming is one of the methods for group decision making'. Explain the brainstorming method of group decision making with an actual example. (05 Marks)
- c) Critically evaluate the characteristics of matrix organization structure and the disadvantages of matrix organization structure. (05 Marks)
- d) 'Timing of change is a factor for managing the resistance to change' analyze this statement. (05 Marks)
- (Total 20 Marks)

03. a) 'The money spent for improving labor was a smart investment' Argue this statement with the sources of expenditure and the means of return from human resource.

(10 Marks)

b) Briefly explain categories of organizational climate.

(05 Marks)

c) Under what circumstance laissez- faire-reign leadership is more desirable? Explain.

(05 Marks)

**(Total 20 Marks)**

04. a) McGregor's theory X and Y describe the types of employees in any organization. Based on this theory, explain the need for employee motivation.

(05 Marks)

b) Describe the ways that the organizational communication can flow.

(05 Marks)

c) Explain the use of MBWA (Management By Wandering Around) in control process.

(04 Marks)

d) Budgetary control is a technique of control, list out some of the benefits of budgetary control.

(06 Marks)

**(Total 20 Marks)**

05. a) Relate the term 'entrepreneurship' and 'unemployment' in the Sri Lankan context.

(05 Marks)

b) Briefly explain the social responsibility of an entrepreneur.

(05 Marks)

c) 'Entering a family business is a route of entrepreneurship'. Explain the special benefit of this route broadly.

(06 Marks)

d) Challenge, risk taking, innovation are the entrepreneurial qualities. Based on this statement explain drawbacks of entrepreneurship.

(04 Marks)

**(Total 20 Marks)**